

# FY14 Promise Zone Benefits from Partnering Agencies

**Agency:** Department of Health and Human Services  
Health Resources and Services Administration

**Programs with PZ Benefits:**  
Healthy Start

## Healthy Start

Website: <http://mchb.hrsa.gov/programs/healthystart/index.html>

**Benefit Type:** Grant Competition

**Eligible Communities:** Urban, Rural, Tribal, and Border

**Eligible Applicants:** An eligible applicant for funding in this competition under the Healthy Start program is any public or private entity, including an Indian tribe or tribal organization (as those terms are defined at 25 U.S.C. 450b). Community based organizations, including faith-based organizations, are eligible to apply. An eligible applicant must have both direct fiduciary and administrative responsibility over the project.

**Funding Availability:** In FY2014, \$65 million in grants have been awarded to 87 organizations in 33 states. Recipients can be found at <http://www.hrsa.gov/about/news/2014tables/healthystart/>.

**Benefits to Promise Zone:** Priority Consideration

**Program Description:** Provides grant awards to communities with rates of infant mortality at least 1½ times the U.S. national average and high rates for other adverse perinatal outcomes (e.g., low birth weight, preterm birth, maternal morbidity and mortality) in order to address the needs of high-risk women and their families before, during, and after pregnancy. The purpose of the Healthy Start program is to improve perinatal health outcomes and reduce racial and ethnic disparities in perinatal health outcomes by using community-based approaches to service delivery, and to facilitate access to comprehensive health and social services for women, infants, and their families.

This program aims to reduce disparities in infant mortality and adverse perinatal outcomes by:

- 1) improving women's health,
- 2) promoting quality services,
- 3) strengthening family resilience,
- 4) achieving collective impact, and
- 5) increasing accountability through quality improvement, performance monitoring, and evaluation.

The Healthy Start program will use three escalating levels of engagement and competencies to address perinatal outcomes.

**Level 1: Community-based Healthy Start (HS) Program** activities will support the implementation of essential HS program activities needed to achieve five approaches of the HS Model.

**Level 2: Enhanced Services Healthy Start Program** activities will provide the essential HS program activities and will engage in additional activities to reach the entire community, thereby driving collective impact and supporting community change.

**Level 3: Leadership and Mentoring Healthy Start Program** activities will provide the essential HS program activities and support the provision of expanded maternal and women's health services and will support the development of a place-based initiative that will serve as the backbone or hub for the establishment of collaborative networks of organizations serving the various needs of the community.

Recent webcasts and resources for applicants and Healthy Start grantees are available online at: <http://learning.mchb.hrsa.gov/archivedWebcasts.asp>.